

The "Stand" Built Continuously in Front of the Screen—New Millennium's Chinese Sports Film Development and Changes

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Abstract: As the world's first Dual Olympic City, Beijing has been named after the 2022 Beijing Winter Olympics and has a strong meaning in Olympic history. Closely related to the development of sports in China is the prosperity. As a very complex social and cultural phenomenon, sports have gradually become an important indicator to measure the development of the country, society, and nation along with the development of human activities. As the carrier of this complex social culture, sports film is an important text to study the development of a country's sports cause. This paper will try to analyze Chinese sports movies in the new century, and explore the cultural characteristics and narrative evolution contained in them, so as to look into the future of Chinese sports movies on this basis.

Keywords: New Millennium Film; Sports Movies; Characteristics of the Era; Narrative Strategy

Introduction

Dating back to the early stage of the emergence and development of Chinese sports movies, "nature of beyond sport" appears in domestic sports movies very obviously. Compared with Western entertainment films in the same period, Chinese films are different from Western entertainment films. Influenced by the unique historical environment, Chinese films, including Chinese sports films, took the initiative to choose a direction to shoulder the responsibility of history, nation, and country in the early days. Both early sports documentaries and feature films in China are Struggling "Struggling for Survival". Affected by the failure of the First and Second Opium Wars, Chinese people were called "Sick Man of East Asia" by foreigners for the first time. After that, the concept of social Darwinism was introduced into the Qing Dynasty, and the Westernization school of the late Qing Dynasty, with the desire to save the country, hoped to introduce the "Grand Army". Western military exercises such as fencing, boxing, football, high jump, and long jump were introduced into China at the same time, along with Western sports activities. With the deepening of the national crisis in modern times, the concept of "save the nation by education" gradually began to penetrate into China. As a representative type of early Chinese popular culture, the film took the responsibility of the "educational film movement" because of the enlightenment of its time. As early as 1920, the educational film became an important part of the creative sequence of the film department of the Commercial Press. In the middle of the next half century, the development of Chinese sports images was related to the grand national narrative. It was not until the end of the 20th century that Chinese sports images gradually returned to the essence of individual and Olympic spirit from the grand national and national categories.

China's sports industry has received unprecedented attention and development since the beginning of the new century. Beijing's successful bid for the Olympic Games on July 13, 2001, became the milestone and the starting gun of China's sports development in the new century. After Beijing's successful bid for the Olympic Games, the Chinese men's football National team made a historic advance to the 2002 Korea-Japan World Cup finals in Shenyang Wulihe Stadium on October 7, 2001. The good news that followed in the new millennium made sports once again the focus of domestic public attention. At the same time, this also provides an excellent opportunity for the development of films for mass media. The prelude of Chinese sports films in the new century started with a number of sports feature films such as "Football Warrior" (2000), "Defense and Counterattack" (2000), and "Women's Soccer No. 9" (2001). From 2000 to 2008, China's economy developed rapidly and sports culture gained popularity. At the same time, the "new pattern" of films has changed the general trend of market-oriented reform of films. Based on various factors, more than 30 sports films have appeared in China in just a few years, which has greatly promoted the development of Chinese sports films. It gradually got rid of the

limitation of "gold-medialism" and "trophyism" in film production and audience feedback. Chinese sports films entered the era of "Olympic narrative" near 2008, and the Olympic spirit was undoubtedly the primary theme of most films during this period. After the Beijing Olympic Games, Chinese sports movies entered the "post-Olympic" period. On July 31, 2015, Beijing won the right to host the 24th Winter Olympic Games. At the same time, this also opened a "new era" for the development of Chinese sports films. As one of the carriers of the Chinese dream in the new era, sports films related to this have gradually been integrated into the mainstream narrative of national discourse. After entering the 21st century, China's sports industry has achieved considerable development, all of which benefit from the improvement of China's comprehensive national strength with political stability and rapid economic development, all of which make people pursue a higher level of spiritual and cultural life after satisfying their material life. With the development of sports as the feedback of comprehensive national strength to the new century, the people of our country have pursued the spiritual and cultural direction. As the carrier of sports culture, the sports films produced since the new century have condensed the social value pursuit into the films, which also reflects the aesthetic changes of the people.

1. From Self-reliance to Confidence: The Olympic Pursuit in the New Century

Yu Zhao, a reportage writer, pointed out in his famous sports reportage *Dream of a Powerful Nation* in the late 1980s that Chinese sports competition has always shoulder Chinese people's ardent hope for "victory". Struggling for Survival is the theme of modern China. The introduction of Western sports has a strong idea of "plagiarism". They are hoping to strengthen the physique of Chinese people through Western sports quickly and realize the ideal of strengthening the army and making the country strong, which gives Chinese sports a special national mission.

From the Sports Queen created by Yu Sun to *Women's Basketball No.5* directed by Xie Jin during the 17 years of New China and *The Sandpiper* directed by Nuanxin Zhang in the New period, they all imply the value appeal of "strengthening the body" and "strengthening the heart", to recover the national dignity of "weak China" by winning sports competitions. Since then, sports have made great contribution to China's development in the international community. China opened the door of sports diplomacy in 1995, and also welcomed the first sports delegation -- the Soviet Union sports delegation. In 1952, the 15th Olympic Games held in Helsinki, the five-star red flag appeared for the first time because of the participation of the Chinese delegation. Thus, Chinese sports industry with its "self-improvement" concept into the international vision, at the same time, in the new China era of Chinese sports movies to win and gold medals is also reflected. In the movie *The Sandpiper*, the heroine's classic line "People can't live without goals! I want a gold medal, not a silver." It is for the new China period people's desire for the gold medal, also represents the national self-improvement, national self-improvement urgent desire.

With the advent of the 21st century, my country's sports world has continuously achieved good results. On the Olympic stage, the Chinese national team has achieved great success in table tennis, badminton, diving, shooting, and other events, making the national anthem March of the Volunteers an Olympic award A "frequent" at the ceremony. In the 2008 Olympic Games, China showed the world the image of a big country that should be a country of etiquette and thus gained the attention of the world. At the same time, the Chinese Olympic delegation also achieved an excellent result as the Olympic medallist. With the development of China's comprehensive national strength and the reflection on "gold-medialism" and "trophyism", people's attention to China's sports has gradually shifted from self-improvement to self-confidence. In addition to *Champion* continuing the Olympic theme narrative, during the "post-Olympic" period, many "de-gold medal" sports films such as *Tabarnak*, *Our Basketball Dream*, *Unbeatable*, *Breaking the Waves*, *Breaking Wind* and other films that got rid of the "Olympic narrative". On the subject of the Olympic spirit, such as skateboarding in *Tabarnak*, boxing in *Unbeatable*, and bicycle challenges in *Breaking Wind*, the concept of "making everyone better" in the Olympics is interpreted through various All kinds of sports, which echo people's beautiful vision of pursuing personal development and pursuing hard work under the background of national prosperity after gaining sports confidence in the new century.

2. Chinese sports movie "Down the North Stand"

"North Stand culture" is the product of the development of human competitive sports. The word "North Stand" originates from the booming football sport in Italy. From the perspective of the architecture of football fields, the sideline of almost all football fields in the world is located on the east and west sides of the field, and the goal is located on the north and south sides of the field. And the North Stand is right behind the North goal. In European football culture, the idea that the most loyal fans should always stand behind

the team and give their strongest support is gaining popularity around the world. This has made "the North Stand" synonymous with the sport's "die-hard fan."

Chinese sports films are consistent with the development of Chinese sports, so the mainstream narrative of Chinese sports films has been highly consistent with my country's sports policies and policies for a long time. In other words, Chinese sports films are the "North Stand" above the loyal audience. The first plenary session of the Chinese People's Political Consultative Conference was held on September 30, 1949. The meeting unanimously adopted the "Common Program of the Chinese People's Political Consultative Conference", and stipulated in Article 48 of the "Cultural and Educational Policy" that "promoting national sports", De Zhu pointed out in his speech: "Sports is a part of cultural work." In June 1952, Zedong Mao established the theoretical tone for "New Sports" at the 2nd Congress of the National Sports Federation. Under the guidance of a series of policies and relying on the solid backing of New China, China's sports industry has finally achieved unprecedented development. In the first big film development in New China, however, there were no sports feature films. The main reason was that workers, peasants, and soldiers However, in January 1954, the Central Committee of the Communist Party of China issued the *Instructions on Strengthening the People's Sports Work*, which pointed out: "Improving the people's health and strengthening the people's physique is an important task of the party. Political tasks." Two years later, in 1956, the policy of "let a hundred flowers blossom and a hundred schools of thought contend" was put forward, which gave a second opportunity for the development of new China's films, the story themes, and narrative angles of films., The types of films gradually enriched during this period, and the vigorous development of domestic sports provided a steady stream of materials for sports feature films. During the "Seventeen Years" from 1949 to 1966, *Women's Basketball No.5*, *Trouble on The Playground* and other 10 relatively successful sports feature films show the advantages of New China's system, national character, and lifestyle as a program, which also provides a development direction for New China's sports films with the "North Stand" as the main perspective.

In the new century, the development of China's sports industry is no longer driven by passive policies but actively seeks its own development. Whether it is the desire to "break out of Asia" in the World Cup, the concept of "national fitness" in the 2008 Beijing Olympic Games, or the direction of the sports culture industry of "300 million people on ice and snow" in the Winter Olympic Games, in line with the popular Chinese people's popular sports trend gradually formed. During this period, Chinese sports movies also stepped out of the unique development direction of "North Stand" and gradually entered the life of the people. In terms of subject matter, sports films select relatively minority sports events in China, such as baseball, taekwondo, boxing, kickboxing, cycling challenge, halfpipe skateboarding, etc. These films not only praise the athletes' spirit of striving upward but also enhance the science popularization of sports and bring minority sports events to the audience's vision through the screen. Secondly, Chinese sports films have escaped their unique historical position. Domestic sports movies such as *Rye Track*, *Muhammad's 2008*, and *Colorful Marathon* start to connect with more ordinary people in the new century and build the connection between Chinese people and Chinese sports from the perspective of different ordinary people. This is also in line with the direction of the development of Chinese sports in the new century, that is, the focus of the country, nation, system, and other big topics on the relationship between sports and ordinary individuals.

3. "Sports +": Diversified Chinese sports movies

In view of the fact that people's lives have gradually become richer due to the development of the new century, the number of daily sports that the public has come into contact with has already increased from a large number of track and field sports and ball games in the last century to a variety of sports such as Frisbee, flag football and strength training. At the same time, Chinese sports movies are also constantly enriching the types of sports they pay attention to. However, with the increasing proportion of commercial films in cinemas in the new century, it is no longer possible for sports films to attract a wider range of attention simply by enriching the relevant content of film types. Chinese sports films also speed up the pace of genre integration to adapt to and meet the requirements of commercial, popular, and artistic markets in the context of the Internet in the new millennium and present a "sports +" development trend.

Shichuan Zhang and Shen Hong as early as 1928 the early Republic of China film company tried the "sports + love" model, the movie *Love Story on Claddmates* tells the story of Ke Wu and Cheng Zhang who fell in love but were provoked by others Divorced, and later because of a football match, the misunderstanding was eliminated and the story was restored. As the first sports feature film

in Chinese film history, *Love Story on Cladmates* involves two elements of sports and love, but the love element in the film occupies the dominant position of conflict. Therefore, from the early days of Chinese sports films, there have been certain "accompanying characteristics", with the development of Chinese sports films, these "accompanying characteristics" gradually evolved into "integration characteristics" and "plasticity" of sports elements. Thirty years after the first Chinese sports film, *Women's Basketball No. 5* directed by director Jin Xie embodies the fusion of "sports + love", a film about a basketball player and the team owner's daughter in the story, the director integrated the love story of two people into a tortuous story about sports fairness and sports philosophy. At the same time, this sports story is closely related to the nation and the revolution. After entering the new millennium, under the wave of entertainment, domestic sports films have fully combined the market trend and the audience's aesthetic psychology. The "sports + action + youth + comedy" subgenre combined with the genre of comedy films. Sports films such as *Never Say Die*, *Pegasus*, *On Your Mom*, *Punch it out, Mom* and other sports films have successfully realized the concept of "sports +", and *Never Say Die* has realized the concept of "Sports + Fantasy + Comedy", this movie got rid of the serious and sacred stereotype of sports on the screen. *On Your Mom* and *Punch it out, Mom* reflected "sports + family". The film explores the path to communicate with the audience's inner emotions beyond hard work and winning the championship in sports, and at the same time expresses the emotional clues between athletes and families. In addition, cross-dimensional movies in the form of "sports + animation" have also appeared on the screen this year. For example, *Dunk for future* uses basketball as a link and animation as a form of expression. The way of dimension conveys the encouragement and touch brought by sports to the audience. *Me and My Winter Games* takes the 2022 Beijing Winter Olympics as an opportunity to integrate more than 30 well-known animation characters from Monkey King to Non-Human in the history of Chinese film into ice and snow sports, bringing the childhood memories of five generations of Chinese people together again. The "sports +" model is making Chinese sports movies more possible, and it can also demonstrate the "screen vitality" that sports movies should have.

4. Conclusion

Chinese sports films are facing opportunities and challenges in the new millennium. China, with its profound sports culture, still has many sports stars and folk sports talent stories waiting for us to explore. At the same time, China's sports population and sports consumption are growing year by year. The trend of increasing sports population and sports consumption will continue to exist. It is necessary to continue to build more "spacious" and "high quality" "stands" for Chinese sports movies, so that more Chinese sports fans and movie fans can see more excellent content.

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